

PUBLIC INFORMATION SERIES

Code No.	Class Title	Occ. Area	Work Area	Prob. Period	Effective Date
1254(3293)	Public Information Specialist	02	215	6 mo.	04/29/88
1122(0950)	Coordinator of Public Information	03	215	6 mo.	04/29/88

Promotional Line: 276

Series Narrative

Employees in this series perform duties involved in the dissemination of information about or affecting university activities, programs, or events to news media, the public, or university community.

DESCRIPTIONS OF LEVELS OF WORK

Level I: Public Information Specialist **1254(3293)**

Employees at this level gather information and write articles for the dissemination of information about or affecting university activities, programs, or events to news media, the public, or university community. They work under direction from a designated supervisor.

A Public Information Specialist typically –

1. gathers information about university activities, programs, or events (such as student enrollment, academic programs, faculty or staff appointments, research programs, tuition, budget, university policy or procedures) or outside events affecting the university (such as new legislation or governmental regulations)
2. writes articles, news releases, or features for distribution to news media or inclusion in intra-university publications; releases or recommends which items are appropriate for release to the various media (such as local newspapers, radio or television news directors, statewide or national papers, wire services, magazines, or specialized trade publications)
3. acts as liaison between campus news sources and news media (such as responding to inquiries from the news media and the public concerning university activities, programs, or events or arranging press conferences, meetings, or special interviews)
4. supervises assigned personnel in the gathering, writing, or distribution of information and/or performance of clerical support duties
5. assists in developing brochures or programs for university events
6. may advise printers in selection of type set, copy layout, and paste-ups
7. performs other related duties as assigned

Level II: Coordinator of Public Information**1122(0950)**

Employees at this level plan, coordinate, and direct the activities of (a) a division (such as radio and television, news bureau, or campus affairs) of a large centralized, multi-unit public information operation or (b) all activities of a smaller, independent public information operation, including, in either instance, the supervision of public information specialists. They work under administrative supervision from a designated supervisor.

A Coordinator of Public Information typically –

1. plans and coordinates public information projects and programs, such as--
 - a. discussing activities with university staff and officials and counseling them regarding appropriate manner of disseminating various types of information
 - b. researching media markets to determine which audiences are interested in various types of information
 - c. determining and controlling dissemination of information
2. directs the work of subordinate writers (such as assigning projects, determining priorities, and establishing deadlines)
3. establishes and maintains media and public information contacts
4. acts as spokesperson for the university in assigned areas
5. may participate in implementation of projects and programs
6. keeps supervisor informed of activities or events on campus or in community that might affect the university or be of interest to the university community or the general public
7. performs other related duties as assigned

MINIMUM ACCEPTABLE QUALIFICATIONS REQUIRED FOR ENTRY INTO:**Level I: Public Information Specialist****1254(3293)****CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER**

1. (A) Baccalaureate degree in journalism, communications, broadcasting, liberal arts, or related fields

and

two years of experience in public relations or newspaper reporting, writing and editing, and/or broadcasting with emphasis on production

or

(B) Master's degree in journalism, communications, broadcasting, or related fields

or

(C) five years of experience in public relations or newspaper reporting, writing and editing, and/or broadcasting with emphasis on production

or

(D) any combination of education and experience as specified above that totals five years

PERSONAL ATTRIBUTES NEEDED TO UNDERTAKE JOB

1. skill in writing
2. skill and originality in reporting
3. ability to establish and maintain cooperative relationship with the public, media, faculty, administration, department heads, staff, and persons interviewed

Level II: Coordinator of Public Information

1122(0950)

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. (A) Baccalaureate degree in journalism, communications, broadcasting, liberal arts, or related fields

and

four years of experience in radio/television broadcasting, newspaper writing, or public relations fields

or

- (B) Master's degree in journalism, communications, broadcasting, or related field

and

two years of experience in radio/television broadcasting, newspaper writing, or public relations fields

or

- (C) seven years of experience in radio/television broadcasting, newspaper writing, or public relations fields

or

- (D) any combination of education and experience as specified above that totals seven years

PERSONAL ATTRIBUTES NEEDED TO UNDERTAKE JOB

1. ability to plan and coordinate public information projects and programs
2. ability to direct subordinate writing staff
3. ability to establish and maintain cooperative relationships with the public, the media, faculty, and internal staff
4. knowledge of technical areas in the public information field

Public Information Specialist	Edited
Coordinator of Public Information.....	Edited